

**YOU SAY YOU WANT
A COALITION:
HOW TO CREATE AND
MAINTAIN AN ENGINE
FOR CHANGE**

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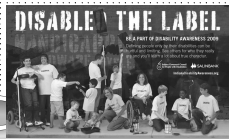
A COALITION IS ...

A group of persons or groups formed for a common action

Historically, non-traditional allies to fight a common foe

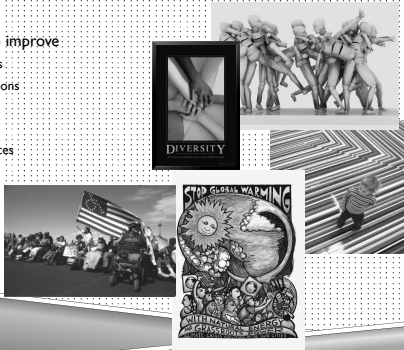
Not necessarily a special interest group

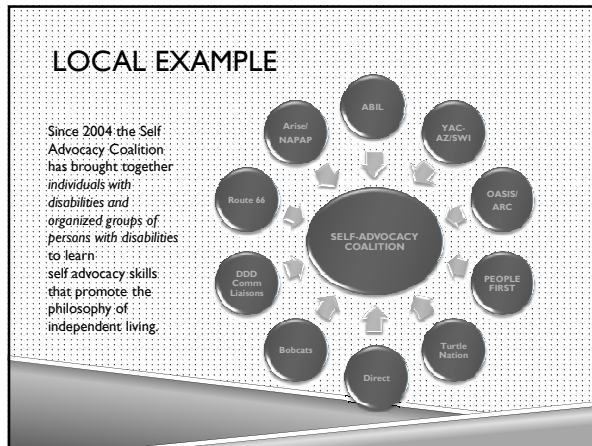
Powerful by virtue of the variety of members

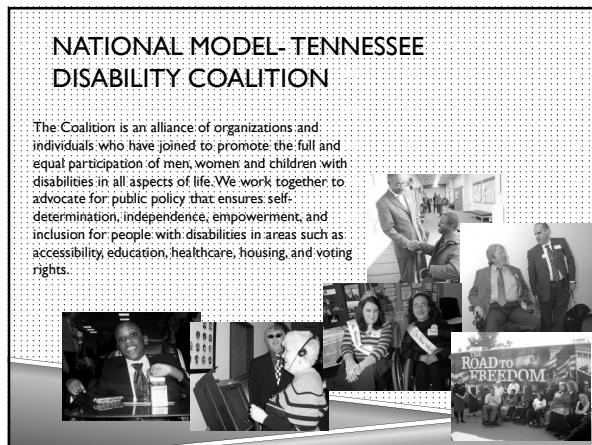


HISTORY OF COALITION BUILDING

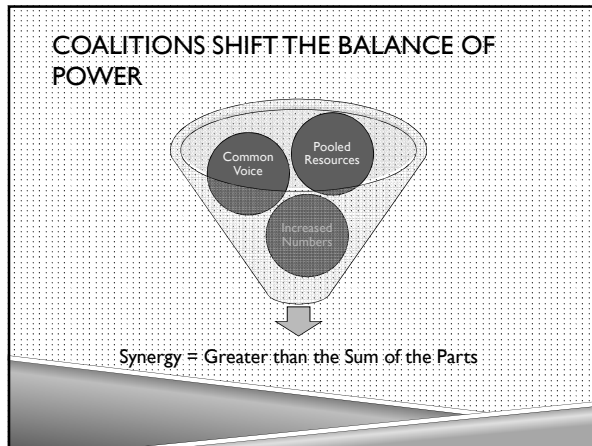
- Groups join to improve
 - Governments
 - Labor conditions
 - Health care
 - Education
 - Human services
 - Social justice

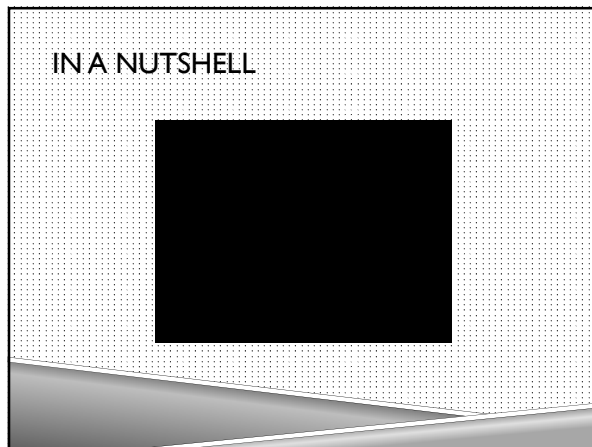












WHAT DOES A COALITION DO?

- Works as a think tank to brainstorm ideas
- Members form united front to make progress in social movements
- Emphasizes networking
- Creates opportunities for other groups and subgroups

THE FIRST STEP

- ▶ Clearly identify the issue of concern
- ▶ Identify Stakeholders (those effected by the issue)
- ▶ Meet to clarify issue – put a frame around it
- ▶ Ask the important question---

WHO ELSE SHOULD WE BE TALKING TO?



BUILDING YOUR COALITION

- ▶ Level one
 - ▶ Who do you want in your group? How would you recruit necessary members?
 - ▶ Group size- How big can the group get and still make a difference?
- ▶ Level two
 - ▶ Finding accessible locations
 - ▶ Identifying convenient times

SPREADING THE WORD

- ▶ Printed copies of flyers
- ▶ E-mail attachments of flyers
- ▶ People you know
- ▶ Communities where you live and work
- ▶ Phone trees/banks, e-mail and postal mail lists



BUILDING THE AGENDA

- ▶ Topics in order of importance to the majority of the group-
- ▶ Announcements and Call to the Public- outreaching to others
- ▶ Accessibility options listed- being inclusive
- ▶ Open Meeting Law- stay on the right side of the law
- ▶ Organizing and running the meetings- making sure that all voices are heard (Robert's Rules of Order or some type of system)
- ▶ Documenting what occurs- take good minutes or tape the event

WHAT ELSE SHOULD YOU HAVE?

- ▶ Officers: Chair, Vice Chair, Treasurer, Secretary, Parliamentarian, etc.
- ▶ Minutes (Secretary's role)
- ▶ Fund collection and (Treasurer)
- ▶ Fundraisers (the members)



DO'S OF CREATING AND MAINTAINING A COALITION

- ▶ Exercise fairness and create clear goals and ground rules
 - ▶ As facilitator, check your feelings at the door
 - ▶ As facilitator, remain non-partisan
 - ▶ Remember why members joined and what will keep them engaged- the *common cause*
- Also, remember that member groups may have differing ideas/goals
- ▶ Keep looking for others who support your issue
 - ▶ Keep a checklist during meetings
 - ▶ Get meeting minutes out quickly to all members
 - ▶ Do what you say you're going to do



MORE DO'S OF CREATING AND MAINTAINING A COALITION

- ▶ Establish clear goals that address the issues of the members
- ▶ Engage in activities that are directly related to the issues
- ▶ Make the goals more important than the functions
- ▶ Explain officer election process clearly
- ▶ Set a standard date/time throughout year
- ▶ After meetings, thank members for their time
- ▶ Keep you eyes on the ISSUES

WHAT FACILITATORS SHOULD NOT DO...

- ▶ Don't take sides
- ▶ Don't block access to members of the public
- ▶ Don't disregard suggestions/feedback
- ▶ Don't make meetings too short or too long
- ▶ Don't turn people away
- ▶ Avoid conflicts of interest



FAST FORWARD- FUTURE COALITIONS

- ▶ More diverse
- ▶ Not bound by physical space, accessible
- ▶ More powerful
- ▶ Want faster information
- ▶ Quicker results
- ▶ VIRTUAL, thus
- ▶ BIGGER!!



